Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

280.39
M34Amo
Cop. 2

LIBRARY
CURRENT SERIAL RECORD
SEP 20 1956
U. S. DEPARTMENT OF AGRICULTURE

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Marketing Research Division
Washington, D. C.

August 1956

BIBLIOGRAPHY OF MARKETING AND OTHER ECONOMIC INFORMATION FOR FLORICULTURE AND ORNAMENTAL HORTICULTURE 1/

Compiled by M. Truman Fossum

Adams, R. L. Cost of Producing Deciduous Fruit Trees in Selected California Nurseries (A Progress Report). Calif. Agr. Expt. Sta. Giannini Foundation of Agr. Econ. Mimeog. Rept. 58, 10 pp. April 1937 (Processed).

---------- The Vegetable and Flower Seed Industry of California. Calif. Agr. Expt. Sta. Giannini Foundation of Agr. Econ. Mimeog. Rept. 124, 33 pp. October 1951 (Processed).

American Association of Nurserymen, Incorporated. American Standard for Nursery Stock. (Approved June 22, 1949, revised April 15, 1951, American Standards Association, Inc.) 22 pp., illus. Washington, D. C. 1951.

---------- Industry Trends, 1938-52. AAN News Letter 401:1-3, illus. March 26, 1952.

---------- Addendum American Standard for Nursery Stock--Bulbs, Corms and Tubers. 4 pp., Washington, D. C. 1955.

Barger, William R. Altitude Tests With Flowers (Effect of Simulated Air Cargo Flights). AMS-59, 32 pp., illus. U. S. Agr. Mktg. Serv. July 1955.

Brooke, Donald L. Commercial Production of Gladioli in Lee County, Florida. Florida Agr. Expt. Sta. Dept. Agr. Econ. Agr. Econ.-100, 10 pp. April 1948 (Processed).

Brookins, Harold B. (Comparison of Average Price of Roses with Forty Basic Commodities.) Florists' Review 45 (2461): 20-21. January 25, 1945.

Brunk, Max E., and Hampton, Robert N. Problems in Selling Prepackaged Roses in Grocery Supermarkets and Variety Stores. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A. E. 930, 37 pp., illus. October 1953 (Processed).

1/ This bibliography supersedes and brings up to date the bibliography with the same title issued in June 1954.

Bryant, L. C. editor. Suggested Research Problems, Business-Economics. U. S. Dept. Com. Dom. Com. Ser. 24. 1950 (Processed).

(a) Fossum, M. Truman, and Sevin, Charles H. Operating Cost Analysis for Retail Stores. p. 71.

(b) Production Cost Analysis for an Industry Characterized by Small Units. p. 71.

(c) Nursery Business. p. 89.

Curtiss, Carl C. New Markets for Flowers. U. S. Bur. Agr. Econ. Agr. Situation 30(8):13-14. August 1946.

DeWerth, A. F., and Sorensen, H. B. Marketing Cut-Flowers and Pot-Plants for Home Use. Texas Agr. Expt. Sta., Misc. Pub. 138, 4 pp., illus. October 20, 1955.

DuPont, E. I., De Nemours and Company (Inc.), Film Department, Prepackaging of Cut Flowers. 24 pp. Reprinted with Permission of Department of Horticulture, Floriculture Division, Ohio State University. 1950.

Early, John, and Trotter, C. E. Preliminary Report of Consumer Preferences for Floral Products. Dept. Agr. Econ. and Rural Soc., Pa. State Univ. 8 pp. 1955 (Processed).

--------- Consumer Preferences for Floral Products. Pa. Agr. Expt. Sta. Progress Rept. 143, 4 pp., illus. January 1956.

Florists Telegraph Delivery Association, Incorporated. Retail Florists Cost of Doing Business. Florists Telegraph Delivery Association, Inc., Detroit, Mich. 1930-35, 1937, 1939, and 1948.

Folsom, Lowell. Some Thoughts on Marketing. Ohio Florists Association Bulletin No. 320, Columbus, Ohio. May 1956.

Fossum, M. Truman. Flower Prices vs. Other Commodities. New York State Flower Growers Bull. 11, pp. 1-5, illus. Ithaca, N. Y. July 1946.

---------- Ours is a Billion Dollar Industry. New York State Flower Growers Bull. 18, pp. 1-5, illus. Ithaca, N. Y. February 1947.

---------- What Is This Industry? Amer. Assoc. Nurserymen, Inc. Proc. 72(1947):76-83.

---------- Focus on Floriculture--Analysis of Industry as Seen Under Economic Microscope. Florists Telegraph Delivery News 55(4):7374, November 1947; 55(5):90-92. December 1947.

Fossum, M. Truman. Our Business and National Economy. New York State Flower Growers Bull. 32, pp. 2-4, illus. Ithaca, N. Y. April 1948.

---------- Industry Statistics as a Merchandising Tool. Amer. Assoc. Nurserymen, Inc. Proc. 73(1948):114-120.

---------- Measurement of American Horticulture. Amer. Hort. Counc., Inc., United Horticulture (Proc.) 1946-48, pp. 58-63. C 1949.

---------- Floricultural and Ornamental Horticultural Economics. Chicago. Society of American Florists, 1950. 150 pp., illus.

---------- Economic Taxonomy for Floriculture and Ornamental Horticulture. Amer. Soc. Hort. Science. Abstracts of papers. September 1950 (Processed).

---------- A Statistical Basis for the Development of Research and Extension for Floriculture and Ornamental Horticulture. Amer. Soc. Hort. Science. Abstracts of papers. Columbus, Ohio. September 1950 (Processed).

---------- Marketing Information for Commercial Floriculture. Preliminary Report. 21 pp., illus. U. S. Bur. Agr. Econ. July 1952.

---------- Marketing Information for Commercial Ornamental Horticulture. Preliminary Report. 21 pp., illus. U. S. Bur. Agr. Econ. July 1952.

---------- The Place of Floriculture and Ornamental Horticulture in the Economy of the United States at the Mid-Point of the Twentieth Century. Amer. Soc. Hort. Science. Abstracts of papers. p. 6. Ithaca, N. Y. September 1952 (Processed).

---------- Trade in Horticultural Specialties. 1890-1950. Marketing Research Rept. 33, 116 pp., illus. U. S. Bur. Agr. Econ. April 1953.

---------- Florists' Trade Market Analysis. Florists' Review. April 2, 1953.

Also, with title A Census Report of Horticultural Specialties in Selected Market Areas. Florists Exchange and Horticultural Trade World. April 11, 1953.

Also, with title The Horticultural Specialties in Selected Market Areas. Southern Florist and Nurseryman. April 3, 1953.

Also, with title Release Nursery Trade Analysis. American Nurseryman. April 15, 1953.

---------- Statistical Summary of the Horticultural Specialties. Florists' Review. April 23, 1953.

Also, with title Special Florist--Nursery Sales Analysis Previewed in New U.S.D.A. Census Report. Florists Exchange and Horticultural Trade World. May 9, 1953.

Also, with title A Statistical Summary for the Horticultural Specialties. Southern Florist and Nurseryman, May 8, 1953.

Also, with title Nurseries Half-Billion Dollar Industry. American Nurseryman. May 1, 1953.

Fossum, M. Truman. Production and Distribution of the Horticultural Specialties. Florists' Review. May 21, 1953.

Also, with title The "Where" and "How" of Output and Sales. Florists Exchange and Horticultural Trade World. May 16, 1953.

Also, with title The Production and Distribution of Horticultural Specialties. Southern Florist and Nurseryman. May 29, 1953.

Also, with title Nursery Trade Shows Gains. American Nurseryman. May 15, 1953.

---------- Estimate Appraisal of Horticultural Specialties. Florists' Review. June 4, 1953.

Also, with title Accurate Estimates Found Vital to Florist-Nursery Census Work. Florists Exchange and Horticultural Trade World. May 30, 1953.

Also, with title Horticultural Specialty National Estimates. Southern Florist and Nurseryman. June 5, 1953.

Also, with title For Ornamental Horticulture--Estimates vs. Actual Figures. American Nurseryman. June 15, 1953.

---------- Business by States of the Horticultural Specialties. Florists' Review. June 11, 1953.

Also, with title California, New York, Illinois Vie for Top on National Florist-Nursery Sales Chart. Florists Exchange and Horticultural Trade World. July 4, 1953.

Also, with title Specifically Classed Horticultural Specialty Business in Top States. Southern Florist and Nurseryman. June 19, 1953.

Also, with title Nursery Business by States. American Nurseryman. July 15, 1953.

---------- Economic Education and Research for Floriculture and Ornamental Horticulture. 10 pp. U. S. Bur. Agr. Econ. June 1953 (Processed).

Fossum, M. Truman. The Economist Replies to Charlie Chestnut. American Nurseryman. September 1, 1953.

---------- Marketing Research Problems for the Biological Scientists of Floriculture and Ornamental Horticulture. 8 pp. U. S. Bur. Agr. Econ. October 1953 (Processed).

---------- Opportunities with Flowers and Ornamentals. U. S. Bur. Agr. Econ. Agr. Situation 37(10):11-12 October 1953.

---------- Horticultural Specialties--A Neglected Segment of U. S. Agriculture. Jour. Farm Economics 35(4):622-628. November 1953.

---------- Economic Problems of the Horticultural Specialties. U. S. Agr. Mktg. Serv. Agr. Econ. Res. 6(1):20-26. January 1954.

---------- Flower Wholesaling Trends. U. S. Agr. Mktg. Serv. Mktg. Activ. 17(1):5-7. January 1954.

---------- Economic Trends in Ornamental Horticulture. U. S. Agr. Mktg. Serv. Mktg. Activ. 17(2):16-18. February-March 1954.

---------- Trends in Wholesale Trade in Horticultural Specialties. U. S. Agr. Mktg. Serv. Mktg. Activ. 17(3):11-14. April 1954.

---------- New for '54 in Washington. Roses Incorporated Bull. 192, pp. 1-3. Atlanta, Georgia. March 1954.

---------- Economic Trends in North Carolina. The N. C. Florist Bulletin No. 16, April 1954.

---------- Bibliography of Marketing and Other Economic Information for Floriculture and Ornamental Horticulture. 12 pp. U. S. Agr. Mktg. Service. June 1954 (Processed).

---------- Report of Second Workshop on Floricultural Economics. Society of American Florists. 25 pp. June 1954 (Processed).

---------- A Better Nursery Industry Through Economic Research. American Nurseryman. July 15, 1954.

---------- Metropolitan Economic Areas as a Tool for Marketing Research in Horticultural Specialties. 12 pp. U. S. Agr. Mktg. Serv. August 1954 (Processed).

---------- National Trends in Floriculture and Their Effect on Pennsylvania. Presented before Short Course of Pennsylvania Flower Growers, State College, Pa. August 1954.

---------- Floristry's Credit Picture. Art in Flowers. September 1954.

Fossum, M. Truman. Trends in Floriculture and Ornamental Horticulture. Amer. Soc. Hort. Science. Abstracts of papers. Gainesville, Fla. September 1954.

---------- Is the Establishment of Orderly Marketing Procedures the Responsibility of the Regional Trade Association? Proceedings of Florida Gladiolus Growers Association. October 1954.

---------- Horticultural Statistics and Their Significance. Proceedings of American Horticultural Council. October 1954.

---------- The Pot Plant Industry. Presented before Short Course of Ohio Florists Association. Columbus, Ohio. January 1955.

---------- The Economic Health of the Retail Florist - And What He Can Do About It. Presented before Short Course for Commercial Florists. College Station, Texas. January 1955.

---------- The Florist Industry--Today and Tomorrow. Presented before Short Course for Commercial Florists, College Station, Texas. January 1955.

---------- Report of Special Conference on Problems and Research Proposals Pertaining to Grades and Standards of Floricultural Crops in the United States. U. S. Agr. Mktg. Serv. 12 pp. February 1955 (Processed).

---------- Floriculture and Ornamental Horticulture. For Presentation before a Joint Meeting of the U.S.D.A. Research Council with the Agricultural Experiment Station Committee on Organization and Policy. Washington, D. C., April 28, 1955. 6 pp. U. S. Agr. Mktg. Serv. April 1955 (Processed).

---------- The Carnation in American Society. Carnation Craft Number 31. May-June 1955.

---------- Commercial Ornamental Horticulture, Size of Establishment and Crop Specialization of Growers. Marketing Research Report 96. 88 pp., illus. U. S. Dept. Agr. June 1955.

---------- Commercial Floriculture, Size of Establishment and Crop Specialization of Growers. Marketing Research Report 97, 75 pp. illus. U. S. Dept. Agr. June 1955.

---------- Status of Marketing and Related Economic Research for Floriculture and Ornamental Horticulture. Amer. Soc. Hort. Science. Abstracts of papers. East Lansing, Mich. September 1955.

---------- Agriculture Census Confirms the Increased Importance of Horticultural Specialties During Recent Years. 2 pp. U. S. Agr. Mktg. Serv. February 1956 (Processed).

Griffin, Dan. The Production and Marketing of Packaged Cut Flowers and Flowering Plants in Small Pots. Dept. of Hort. Ohio State Univ. 5 pp. 1955 (Processed).

Hampton, Robert N. Business. New York State Flower Growers Bull. 101, p. 1, illus. Ithaca, N. Y. January 1954.

---------- Merchandising Flowers in Retail Florist Shops. N. Y. (Cornell) Agr. Expt. Sta., Dept. Agr. Econ. A. E. 1004, 19 pp., illus. October 1955 (Processed).

Hampton, Robert N., and Kupka, John L. Problems in Retail Pricing and Packaging of Flowers for Sale in Self Service Outlets. N. Y. (Cornell) Agr. Expt. Sta., Dept. Agr. Econ. A. E. 1003, 35 pp. October 1955 (Processed).

Haney, W. J. What Does It Cost? Pa. Flower Growers Bull. 57. State College, Pa. October 1955.

Harris, John T. A Budding Industry Blooms--Nursery Business Expands in Sixth District. Federal Reserve Bank of Atlanta, Ga. Monthly Review. June 30, 1955.

Kitezawa, May. An Initial Inquiry in the Economics of Landscape Nurseries. 34 pp. (Thesis, MSc-Cornell University) 1949 (typewritten).

Knight, W. R. Wholesale Flower Prices and Market Reporting. Mich. Agr. Expt. Sta. Dept. Agr. Econ. Agr. Econ. 507, 42 pp. May 1952 (Processed).

---------- An Attempt to Determine the Effects of Advertising and Other Factors on Florists' Sales. Mich. Agr. Expt. Sta. Dept. Agr. Econ. Agr. Econ. 508, 52 pp. July 1952 (Processed).

Kono, Alice. Hawaiian Flowers and Foliage, Production, Markets and Shipments, 1949-52. Hawaii Agr. Expt. Sta. Dept. Agr. Econ. Agr. Econ. Rept. 15, 8 pp., illus. April 1953.

Kremberg, Julius, and others. The New York City Wholesale Cut Flower Market--A Market News Service Study, 1945-46. Receipts and price ranges for 15 major cut flower crops as reported in the daily wholesale cut flower market reports issued by the Metropolitan Div. Office, Market News Service. N. Y. Dept. Agr. and Markets, Bur. Markets. 18 pp., 1947 (Processed).
William DeVoe Norton, Anthony J. Farina, William M. Woll, John F. Struse, Jr., Vincent J. O'Connor, and Alice Joyce, joint authors under the direction of H. Jonathan Mather.

Mahlsted, J. P., and Kirk, L. K. Packaging Nursery Stock for Shipping and Retail Market. Iowa Agr. Expt. Sta. Dept. Hort. 1953 (typewritten).

Marcus, Morris P. Analysis of New York Wholesale Cut Flower Market Reports, 1951. Report issued by the Metropolitan Division Office of Market News Service, New York, N. Y. State Dept. Agr. and Markets, Bur. Markets, Market News Service. 24 pp. 1952 (Processed).

---------- Analysis of New York Wholesale Cut Flower Market Reports, 1952. Report issued by the Metropolitan Division Office of Market News Service, New York, N. Y. State Dept. Agr. and Markets, Bur. Markets, Market News Service. 23 pp. 1953 (Processed).

---------- Analysis of New York Wholesale Cut Flower Market Reports, 1953. Report issued by the Metropolitan Division Office of Market News Service, New York, N. Y. State Dept. Agr. and Markets, Bur. Markets, Market News Service. 21 pp. 1954 (Processed).

Mather, H. Jonathan. Analysis of New York Wholesale Cut Flower Market Reports, 1947. Report issued by the Metropolitan Division Office of Market News Service, New York, N. Y. State Dept. Agr. and Markets, Bur. Markets, Market News Service. 11 pp. 1948 (Processed).

---------- Analysis of New York Wholesale Cut Flower Market Reports, 1948. Report issued by the Metropolitan Division Office of Market News Service, New York, N. Y. State Dept. Agr. and Markets, Bur. Markets, Market News Service. 21 pp. 1949 (Processed).

---------- Analysis of New York Wholesale Cut Flower Market Reports, 1949. Report issued by the Metropolitan Division Office of Market News Service, New York, N. Y. State Dept. Agr. and Markets, Bur. Markets, Market News Service. 25 pp. 1950 (Processed).

---------- Analysis of New York Wholesale Cut Flower Market Reports, 1950. Report issued by the Metropolitan Division Office of Market News Service, New York, N. Y. State Dept. Agr. and Markets, Bur. Markets, Market News Service. 24 pp. 1951 (Processed).

McCabe, Norbert Gerhard. Floricultural Production in the American Economy. 71 pp. (Thesis, MSc. University of Illinois) 1949 (typewritten).

Mitchell, Walter L., Jr. Standard Ratios for Retailing (Guides to Efficiency and Profits in Fifty Trades). New York, N. Y. 177 pp. Dun and Bradstreet, Inc., Research and Statistical Division. 1940.

(a) 1940 Retailers Operating Cost Survey--Florists and Nurseries--Analysis of 1939 Operations. pp. 157-158.

Nisbet, Fred J. An Economic Study of Selected Plant Nurseries in New York State. 93 pp., illus. (Thesis, Ph.D. Cornell University) 1949 (typewritten).

Nisbet, Fred J. An Economic Study of Selected Plant Nurseries in New York State, 1947. Selected Practical Aspects from a Thesis Study. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A.E. 701, 31 pp., illus. June 1949 (Processed).

Norton, William DeVoe, and others. The New York City Wholesale Cut Flower Market--A Market News Service Study, 1937-44. Receipts and price ranges for 15 major cut flower crops as reported in the daily wholesale cut flower market reports issued 6 days a week by the Metropolitan Div. Office, Market News Service. N. Y. Dept. Agr. and Markets, Bur. Markets. 94 pp., illus. 1945 (Processed).
Anthony J. Farina, John F. Struse, Jr., Vincent O'Connor, Alice Joyce, and Antoinette Kelman, joint authors, under the direction of H. Jonathan Mather.

Post, Kenneth. Weight Grading of Cut Flowers. New York State Flower Growers Bull. 30, pp. 4-7, illus. Ithaca, N. Y. February 1948.

Rada, Edward L. Some Problems of Marketing Hawaiian Floricultural Products on the Mainland. Hawaii Col. Agr. Dept. Agr. Econ. Agr. Econ. Rept. 4, 12 pp. March 1951 (Processed).

---------- Marketing Floral Products--Here and There. Hawaii Col. Agr. Dept. Agr. Econ. Agr. Econ. Rept. 8, pp. 57-69, illus. (First Floral Clinic Proc.) August 1951 (Processed).

---------- Mainland Markets for Hawaiian Flowers and Foliage. Hawaii Agr. Expt. Sta. Dept. Agr. Econ. Agr. Econ. Rept. 9, 163 pp., illus. February 1952.

Roland, Robert H. The Evolution in the Florist Industry. 12 pp. The John Henry Co., Lansing, Mich. 1954.

Sherman, R. W., Kiplinger, D. C., and Williams, H. C. Consumer Preferences for Cut Roses, Carnations, Chrysanthemums. Ohio (Wooster) Agr. Expt. Sta. Res. Cir. 31, 7 pp. March 1956.

Sivertsen, Elmer T. Cost of Doing Business--Retail Florists Operating Results in 1953. A Survey by Dun and Bradstreet, Inc. 4 pp. New York, N. Y. 1955.

Smith, Cecil N. Research on Marketing Flowers and Ornamentals--A paper presented before the Marketing Section, Association of Southern Agricultural Workers, Atlanta, Ga., February 6, 1956. Fla. Agr. Expt. Sta. Dept. Agr. Econ. 16 pp. (Processed).

Smith, Cecil N., and Brooke, Donald L. Improved Marketing of Florida Gladiolus. Fla. (Gainesville) Agr. Expt. Sta. Dept. Agr. Econ. Agr. Econ. Mimeo. Report 56-2, 20 pp. October 1955 (Processed).

Society of American Florists. Standard Grades for Carnations (Approved June 2, 1953). Chicago, Ill. 1953.

---------- Standard Grades for Snapdragons (Approved June 2, 1953). Chicago, Ill. 1953.

---------- Standard Grades for Pompon Chrysanthemums (Preliminary). Chicago, Ill. 1953.

Stevenson, Jordan, and Harrison. Report of National Survey of the Florists' Industry for Society of American Florists and Ornamental Horticulturists. 24 pp., illus. New York. November 30, 1939.

Strader, Jack Delmar. A Survey of Chrysanthemum Production and Marketing in the United States. 57 pp., illus. (Thesis, MSc. Ohio State University) 1950 (typewritten).

Thompson, George, Jr. Wholesale Flower Prices, 1940-1950. 193 pp., illus. (Thesis, Ph.D. Cornell University) 1951 (typewritten).

---------- Wholesale Flower Prices, 1940-49. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A. E. 746, 18 pp., illus. July 1950 (Processed).

Thomsen, F. L. New Markets for Flowers. U. S. Bur. Agr. Econ. Marketing and Transportation Situation 44:2-10. May 1946. (Processed).

Timmer, Harold. Business Aspects of the Nursery Industry in Indiana. Ind. (Purdue) Agr. Expt. Sta. Dept. Agr. Econ. 1952 (typewritten).

Tolle, L. J. The Application of Time-Motion Study Principles to Retail Flower Store Operations. Dept. of Floriculture and Landscape Architecture. Texas A and M College. 4 pp. 1954 (Processed).

Trotter, Warren K. Supply-Price Relationships on the New York City Wholesale Flower Market. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A.E. 828, 9 pp., illus. July 1952 (Processed).

---------- Problems in Marketing Florist Crops. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A.E. 983. 207 pp. June 1955 (Processed).

United States Bureau of Agricultural Economics, U. S. Standards for Asparagus Plumosus, 1930. 7 pp., illus. Washington, D. C. June 6, 1930 (Processed).

---------- U. S. Standards for Cut Peonies in the Bud. (Effective April 1, 1938). 5 pp. Washington, D. C. March 25, 1938 (Processed).

United States Bureau of Agricultural Economics, Report of Workshop on Floricultural Economics. 26 pp. Washington, D. C. June 1953 (Processed).

United States Bureau of the Census. Horticultural Specialties, Vol. V, Special Reports, Part 1. 1950 U. S. Census of Agriculture. 761 pp., illus. Washington, D. C. 1952.

Von Oppenfeld, Horst. A Study of the Retail Florist Business. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A.E. 764, 38 pp., illus. January 1951 (Processed).

Von Oppenfeld, Horst, and Schwartz, John F. Merchandising in Retail Flower Shops. Michigan Florist, Number 293. September 1955.

---------- Consumer Reaction to Special Sales. Michigan Florist, Number 294. October 1955.

Way, Robert M. Cost of Growing Roses. Pa. Flower Growers Bull. 57. State College, Pa. October 1955.

White, Richard P. Long-Term Outlook for Nursery Industry Shows Great Promise. American Nurseryman, March 1, 1954.

Wright, Robert, Sherman, R. W., Williams, H. C., Nelson, Kennard S., and Kiplinger, D. C. Production and Marketing of Cut Flowers and Potted Plants in Small Units (Progress Report) Ohio Agr. Expt. Sta. and Ohio State Univ. 7 pp. August 1955 (Processed).

Wright, R. C., Rose, Dean H., and Whiteman, T. M. The Commercial Storage of Fruits, Vegetables, and Florist and Nursery Stocks. Agr. Handb. 66, 77 pp. U. S. Dept. Agr. September 1954.

Yocum, James C. Materials for Checking up on Sales Trends and Other Operating Results of Ohio Florists. Ohio State Univ. Com. and Admin. Bureau of Business Research. Small Business Handbook B-7:17, 29 pp., illus. 1949.

Textbooks--Related Subject Matter

Floriculture

Laurie, Alex, and Kiplinger, D. C. Commercial Flower Forcing. 550 pp., illus. Philadelphia, Pa. The Blakiston Company, 1948.

Liesveld, John H. The Retail Florist. 393 pp., illus. New York, N. Y. The Macmillan Company. 1951.

Post, Kenneth. Florist Crop Production and Marketing. 891 pp., illus. New York, N. Y. Orange Judd Publishing Company, Inc. 1949.

Ornamental Horticulture

Duruz, Willis P. Principles of Nursery Management. 176 pp., illus. New York, N. Y. A. T. De La Mare Company, Inc. 1953.

Laurie, Alex, and Chadwick, L. C. The Modern Nursery. 494 pp., illus. New York, N. Y. The Macmillan Company. 1931.

Surtees, John. Nursery Cost Finding. 188 pp., illus. New York, N. Y. A. T. De La Mare Company, Inc. 1936.